

## The Web Search Engine Ranking Friendly Website

Author:  
**Resale Rights**

Created On: 07 Oct 2009 07:41 PM

---

Your website can be getting hits all day if your design is web search engine ranking friendly. You can make the best and most beautiful and informative website on the internet that people in your niche has ever seen but no one will ever see it if it isn't search engine optimized. The prices that you have may be the best as well but unless you use some smart search engine optimization techniques no one will ever know.

The best kind of website promotion that you can have is making sure that it is built so that search engines find it attractive. It has to have your information phrased in such a way that the bots that they send out to see what types of information your website has will be ranked high in searches. There are a couple things that you can do to help it be picked up by the search engines. One is to make the best usage of space on your website. Make sure that you have your keywords placed within the HTML code for your images, flash objects and videos. In the "alt" part of your HTML code place a description using the keywords or phrase. The search engines may not be able to read your graphics or see what words you have in your videos but they can see the HTML.Â Â

For improved website search engine ranking, you will also want to make sure that you are creating relevant title tags. This isn't talking about the title that those viewing your website see, it is talking about the HTML tags that the search engines see that tell it what your site is all about. Some will have the same title tag for every page of their web site but doing so isn't optimizing it for search engines. Each page should have it's own unique HTML title tag relevant to the information on that page. That is guaranteed to make your web search engine ranking higher not only for your site but for that page in particular.

Make sure that you don't have any duplicate information on your web pages. Don't have the identical thing posted on different pages. This will not help draw attention to your website but may actually cause the bots to ignore your page. Also do not have hidden text in your page. Web builders in the past use to hide text in a page that viewers were unable to see but bots were able to pick up on and help with your web search engine ranking. Search engines caught on to this and now will hide web pages totally that it believes has hidden text in it.

Â Â

These ideas are just a few of the necessary steps to help your search engine optimization efforts succeed. A web site design that isn't using these techniques will not be making the most of any opportunities and may get you ignored by not just Google but Yahoo or any other search engines. Doing it correctly though and constantly finding ways to have your web site design optimized will help your web search engine ranking go through the roof.